This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A computer-implemented method comprising

receiving, by one or more processors, a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier, the first set of component elements including at least a layout component element specifying at least size and positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the request, associating, by one or more processors, a product description identifier with ~~a~~ the plurality of component element identifiers of the first set of template component elements required to assemble the selected template~~, each component element identifier identifying a component element of the selected template~~,

displaying, by one or more processors, the selected template to the user,

providing, by one or more processors, one or more tools allowing the user to change at least one component element of the displayed template with a different component element associated with a different component element identifier,

in response to each user change of a component element, associating, by one or more processors, the component element identifier of the ~~new~~ different component element with the product description identifier and modifying the displayed template to reflect the change,

using, by one or more processors, at least some of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of component elements comprising at least one different component element than the first selected template, and

displaying, by one or more processors, the different template to the user.

2. (cancelled)

3. (previously presented) The method of claim 1 wherein the different template is a template for a different side of the same product currently being designed by the user.

4. (previously presented) The method of claim 1 wherein the different template is a template for a different product.

5. (original) The method of claim 4 wherein the template for the different product is created without user request.

6. (original) The method of claim 5 wherein the template for the different product is displayed to the user without user request.

7. (original) The method of claim 5 further comprising providing a means whereby the user can initiate an order for the production of the different product.

8. (Currently Amended) A computer-implemented method comprising

receiving a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier, the first set of component elements including at least a layout component element specifying at least size and positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the request, associating a product description identifier with ~~a~~ the plurality of component element identifiers of the first set of template component elements required to assemble the selected template~~, each component element identifier identifying a component element of the selected template~~;

displaying the selected template to the user,

displaying to the user identifiers associated with one or more earlier products associated with the user, and

in response to user selection of one of the earlier product identifiers, associating at least one of the component element identifiers of the selected earlier product with the product description identifier and modifying the displayed template to reflect the change.

9. (original) The method of claim 8 wherein the earlier product identifiers are thumbnail images of at least a portion of the earlier products.

10. (original) The method of claim 8 wherein the earlier product identifiers are displayed in response to a user request.

11. (Currently Amended) A computer program product embodied on a computer readable medium, the computer program product comprising computer code adapted to

receive a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier, the first set of component elements including at least a layout component element specifying at least size and positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the request, associate a product description identifier with a the plurality of component element identifiers of the first set of template component elements required to assemble the selected template~~, each component element identifier identifying a component element of the selected template~~;

display the selected template to the user,

provide one or more tools allowing the user to change at least one component element of the displayed template with a different component element associated with a different component element identifier,

in response to each user change of a component element, associate the component element identifier of the new different component element with the product description identifier and modify the displayed template to reflect the change,

use at least some of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of component elements comprising at least one different component element than the first selected template, and

display the different template to the user.

12. (cancelled)

13. (Currently Amended) A computer program product embodied on a computer readable medium, the computer program product comprising computer code adapted to

receive a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier, the first set of component elements including at least a layout component element specifying at least size and positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the request, associate a product description identifier with ~~a~~ the plurality of component element identifiers of the first set of template component elements required to assemble the selected template~~, each component element identifier identifying a component element of the selected template~~;

display the selected template to the user,

display to the user identifiers associated with one or more earlier products associated with the user, and

in response to user selection of one of the earlier product identifiers, associate at least one of the component element identifiers of the selected earlier product with the product description identifier and modifying the displayed template to reflect the change.

14.-15. (cancelled)

16. (new) A system comprising:

computer readable memory storing a database comprising a plurality of template components used to assemble a template image, the plurality of template components each associated with a respective different template component identifier and the plurality of template components categorized into a plurality of template component categories, said categories including at least a layout category and one or more of a design category, an image category, a text group category, a font scheme category, and a color scheme category, wherein template components belonging to the layout category specify at least size and positioning of all containers in the respective layout, said database further comprising one or more associations between layout template components; and

one or more processors configured to receive a product description identifier associated with a user document, the product description identifier associated with a plurality of template component identifiers from at least the layout category and at least one other different template component category and which in combination with user content represents the user document, said one or more processors further configured to assemble a different document using at least some of the template components of the user document and at least one different template component from the plurality of template components stored in the database.

17. (new) The system of claim 16, wherein the different document incorporates at least some of the user content.

18. (new) The system of claim 16, wherein the different document is assembled using a different layout than the layout of the user document, the different layout and the layout of the user document being associated in the database and the different layout being selected by the one or more processors based on the association in the database.

19. (new) The system of claim 18, wherein the layout of the user document and the different layout are associated as being different areas on a single product.

20. (new) The system of claim 18, wherein the layout of the user document is a first side of a printed document and the different layout is a second side of the printed document.

21. (new) The system of claim 16, wherein the different document is presented to the user.

22. (new) The system of claim 16, wherein the different document is assembled without user request.

23. (new) The system of claim 16, wherein the user document comprises product specific template component elements and user-editable template component elements, and wherein the different document comprises at least one different product specific template component element and at least one of the user-editable template component elements of the user document.

24. (new) A printed product embodying the different document assembled by the system of claim 16.

25. (new) A system comprising:

one or more processors configured to obtain a user selection of a desired template and to indicate the selection to a server computer, the desired template associated with a first set template component elements each associated with a corresponding template component element identifier, the first set of template component elements categorized into a plurality of component categories including at least a layout category and one or more of a design category, an image category, a text group category, a font scheme category, and a color scheme category, wherein template components belonging to the layout category specify at least size and positioning of all containers in the respective layout;

the one or more processors further configured to receive in response a product description identifier associated with a user document and the corresponding template component elements associated with the plurality of template component element identifiers associated with the desired template, the one or more processors further configured to

combine the received template component elements into the user document and to display the user document on a display screen together with active edit controls that allow the user to insert user content and to change one or more of the template component elements of the user document and to thereby replace a template component element identifier associated with the product description identifier with a different template component element identifier from the same template component category, the one or more processors further configured to send the product description identifier and its associated template component elements to the server upon receipt of indication that the user edits are complete;

the one or more processors further configured to receive a second set of template component elements associated with a second document, the second set of template component elements each associated with a corresponding template component element identifier and categorized into the plurality of component categories including at least the layout category and one or more of the design category, the image category, the text group category, the font scheme category, and the color scheme category, the corresponding template component identifiers of the template component elements in the second set comprising at least one template component identifier that is identical to a template component identifier in a corresponding category in the first set of template component elements, and at least one template component identifier that is different than a template component identifier in a corresponding category in the first set of template component elements, the one or more processors further configured to display the second document to the user.

26. (new) The system of claim 25, further comprising:

one or more processors configured to allow a user to order a product embodying the user document and the second document.

27. (new) The system of claim 25, wherein the second document is received and assembled without request from the user.

28. (new) The system of claim 25, wherein the second document incorporates at least some of the user content.

29. (new) The system of claim 25, wherein the second document is assembled using a different layout than the user document, the different layout and the layout of the user document being associated at the server computer.

30. (new) The system of claim 25, wherein the user document comprises product specific template component elements and user-editable template component elements, and wherein the different document comprises at least one different product specific template component element and at least one of the user-editable template component elements of the user document.

31. (new) A printed product embodying the second document as assembled by the system of claim 25.

32. (new) A memory for storing data for access by a program being executed by one or more processors, comprising:
a database stored in said memory and used by said program, said database comprising:

a plurality of template components used to assemble a template image, the plurality of template components each associated with a respective different template component identifier and the plurality of template components categorized into a plurality of template component categories, said categories including at least a layout category and one or more of a design category, an image category, a text group category, a font scheme category, and a color scheme category, wherein template components belonging to the layout category specify at least size and positioning of all containers in the respective layout; and

one or more associations between layout template components, each association indicating one or more layout template component element identifiers that are associated with a given layout template component element and which may be used by the program to identify and generate a template that matches a user document, the user document identified by a product description identifier associated with a plurality of template component identifiers from at least the layout category and at least one other different template component category and which in combination with user content represents the user

document, the association indicating to the program that an associated layout template element may be combined with at least some of the template component elements of the user document to generate a matching template that appears to match the user document.